One-to-One
with Microsoft

In this issue

Introducing the Microsoft Windows family

The benefits of using graphical applications designed to work together

If you're like most people, you often do more than one thing at a time: Write a memo. Analyze figures. Try to present your ideas well. And probably worry about pulling it all off by the deadline. And chances are, you've discovered that many software programs

Microsoft Windows Applications

Microsoft Project for Windows

Microsoft Excel for Windows

Microsoft Word for Windows

Microsoft PowerPoint for Windows

By cutting and pasting information

By linking information

By transferring an outline into a slide presentation

Three ways in which Microsoft Windows applications can "talk" to each other.

take too long to learn. Once you do learn them, they often don't work together. So you're writing memos, charting figures, and making presentations by using a wide variety of resources, including scissors, tape, and outside help. Sound familiar?
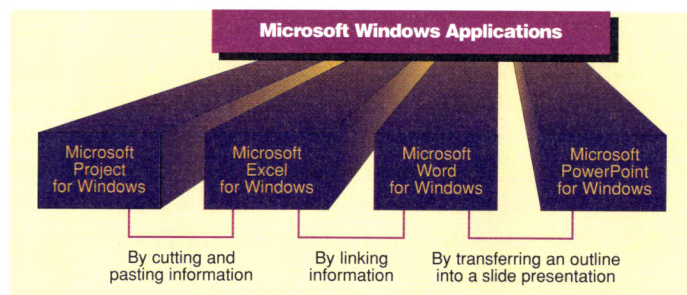
Enter the Microsoft® Windows™ family of applications:

- Microsoft Word for Windows for word processing
- Microsoft Excel for Windows for number crunching
- Microsoft PowerPoint® for Windows for presentations
- Microsoft Project for Windows for project management

They're designed to work together so they work the way *you* want to. For example, you can "cut" information from a spreadsheet and "paste" it into a report or a slide presentation quickly and easily without scissors, tape, or outside help. Here are a few of the benefits of working with Microsoft Windows applications.

They won't take long to master. All four applications are graphical. That means the programs give you visual feedback: dialog boxes that prompt you with questions, and icons (small pictures) that represent programs and commands, conveniently displayed on pull-down menus. With the help of a mouse, you can interact directly with the information on your screen—open, move, cut, resize, whatever—and forget about typing in a long series of commands! And what you see on the screen is precisely what you get when you print. Best of all, they share commands and a common way of working. Learn to save a file in Microsoft Word, and you'll know how in the other three applications.

They work with each other. You move information from one program to the other simply using the Cut and Paste commands—a great way to do one-time data

Microsoft®

Maintaining an even keel

by Bill Gates, chairman of the board and CEO,
Microsoft Corporation

With the announcement of version 3.0 of the Microsoft Windows graphical environment behind us, and with a terrific response from you, the end users, enthusiastic reviews from the press, and a revitalized third-party market, it's interesting to look back at the long journey Windows took from relative obscurity to mainstream acceptance.

Windows development dates back to 1983, a long time ago in the personal computer industry. Optimism and high expectations characterized those days. And though hardware development was steady, it seemed painfully slow. Impatience prevailed—a tendency to ignore the disparity between what software was capable of doing and what hardware was capable of doing.

One of the hot subjects was operating systems. Microsoft, along with companies such as VisiCorp and Digital Research, began experimenting with the graphical operating environment—Windows, Vision, and GEM™ respectively. IBM worked with a new character-based system which later became TopView®. But, by 1985, the period of unbridled optimism came to an end. Undaunted, Microsoft evangelized for Windows. Aldus and Micrografx listened. But they were in the minority.

By the mid-1980s, Windows had met with only limited public success. Many tended to regard it as a "niche phenomenon," and decidedly *not* as a serious contender. The character-based applications of MS-DOS® reigned supreme. However, as we continued to pour development research into Windows itself and Windows applications, so did hardware manufacturers. And gradually, a lessening of hardware restrictions paved the way to greater software power and eventually a greater acceptance of Microsoft Windows.

Now, looking back on this cycle—the waxing and waning support for the graphical environment—I don't believe it to be unique to Windows. MS® OS/2 and multimedia are cases in point.

For example, OS/2 provoked a strong and positive initial response, but lately people have been asking, "Why do I need it?"—especially because it requires an 80386-based machine and more memory. However, if the Windows example is anything to go by, and I believe it is, this is merely a stage. As successive versions become available, as hardware costs fall and memory availability becomes less of a problem, the benefits of OS/2—multitasking, better PC-to-mainframe communication, improved performance on a network—will far outweigh the negatives. Similarly, the initial enthusiasm for multimedia is now fading as people realize the extra hardware and lengthy software development requirements. It'll take time for those problems to be resolved. But in less than three years, I think multimedia will gain the same level of acceptance as graphical computing has today.

Microsoft continues to invest heavily in advanced systems in the same spirit of enthusiasm, innovation, and hope as in the early days. The challenge for all of us is to try to avoid the cycles. To this end, we at Microsoft will do our part to be more realistic in our planning and more temperate in our predictions. In a dynamic industry such as ours, a more even-keeled approach helps to foster sound development directions that will move our technology forward with greater speed and purpose.

MS Word User's Conference '90

If your job includes selecting or supporting word processing software in your place of business, the Microsoft Word User's Conference is for you. This year it will be held at the Seattle Westin Hotel, October 24–26. The three-day affair will cover Microsoft Word on all platforms—MS-DOS, Windows, OS/2, and Macintosh—and include hands-on training, strategy sessions, demonstrations, presentations, product support booths, a book fair, and a chance to meet with Microsoft software developers.

The organizers of this year's conference want to build on the great interaction between Microsoft staff and Microsoft Word customers that characterized last year's event. In fact, much of the upcoming conference has been inspired by input from last year's attendees: There will be a greater emphasis on compatibility and integration of Word with other applications, job-specific Q & A sessions, and more "real-world" technical problem-solving. In fact, users are encouraged to bring along sample output, disks, or whatever is necessary to help brainstorm solutions to their problems with product support technicians.

The registration fee of $550 includes all materials from the training sessions, plus a trip to the Microsoft corporate campus, a special dinner, and much more. Space is limited, so call (800) 227-4679 for information on how to register.

▼

Here's how some attendees described last year's conference:

". . . an opportunity for people to communicate freely."

"A positive, useful, and information-packed experience."

The graphical user interface: Is it really better?

Study compares graphical and character-based computing

Every computer software program provides a user interface, that is, a way for the user to interact with that program. The user interface controls how the screen is set up, how commands are issued, how text and data are displayed and manipulated, how the keyboard is used—everything concerned with how the user interacts with the program. A well-designed user interface can boost productivity, just as a poorly conceived one can lower it.

A graphical user interface, or GUI, provides intuitive ways of operating a personal computer as well as the visual presentation of information on the screen. GUI-based applications are easier to use and make the people using them more productive by allowing:

1. Visual feedback—you pull down menus, choose icons, and respond to dialog boxes that prompt you for information.
2. WYSIWYG display—*what you see* (on the screen) *is what you get* (in print).
3. Direct manipulation of information on-screen—you point and click with a mouse instead of using a complex string of commands.

In 1989, a study was conducted by the management consulting firm of Temple, Barker & Sloane to validate and quantify the benefits of using GUI-based applications.

The study was conducted between August 1989 and March 1990 with experienced and new microcomputer users from office environments. It compared the performance of PC users in a CUI (character-based) environment with that of users working in a GUI environment. Each group was given comparable tasks to complete. Their performance was measured for speed, accuracy, productivity, and several other attributes. The study confirmed that there were significant benefits to graphical computing in comparison to character-based computing. Specifically, the research supports these distinct benefits:

• *GUI users work faster, better, and have higher productivity than their CUI counterparts.*

On average, experienced GUI users completed 35 percent more tasks than CUI users did in the same time. Additionally, GUI users worked more accurately: Experienced GUI users accomplished 58 percent more correct work in the same time.

Introducing the Microsoft Windows family

exchange. Or you can link your Microsoft Excel for Windows spreadsheet with your Microsoft Word for Windows document so that a change in one automatically reflects in the other. Want to exchange information between programs "intelligently"? A range of cells from Microsoft Excel, for instance, automatically transfers into a table when pasted into Microsoft Word. Similarly, a Microsoft Word outline transfers into presentation titles and text in a Microsoft PowerPoint slide presentation.

They work with other applications. All four products feature built-in conversion utilities. For a few examples, Microsoft Project for Windows and Microsoft Excel for Windows both read Lotus® 1-2-3® files, and Microsoft Word for Windows reads files originally created in either Word-Perfect® or Microsoft Word for the PC. Just transfer your character-based files and go!

What do all these benefits mean in your day-to-day work? Let's say you produce a report to justify additional expenditures on a major project. First, you cut and paste current cost data from Microsoft Project into Microsoft Excel. Then, using Q + E™ (a companion product offered at a special low cost to users of Microsoft Excel—see page 4), you import the latest sales

figures from your corporate database into your spreadsheet.

After analyzing the cost and sales information in Microsoft Excel, you chart it. Then you write the text in Microsoft Word and paste in the chart from Microsoft Excel. So far so good. Now let's say that your boss decides she'd like to change some of the assumptions in the Microsoft Excel worksheet. No problem. You've linked the data from Microsoft Excel into Microsoft Word, so it's easy to plug in the new assumptions. The chart in Microsoft Word updates automatically and your report is ready to go.

Or imagine you have to make an overhead presentation. You still access the cost data from Microsoft Project and analyze it using Microsoft Excel. But then you import the
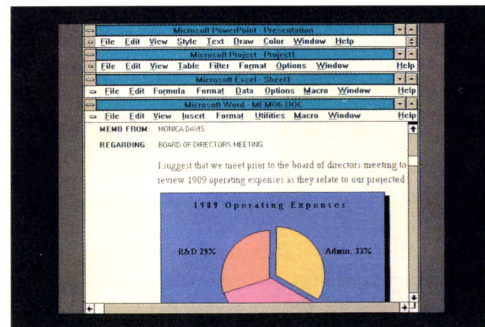
The four Microsoft Windows applications look and act alike, so once you've learned one, you're well on your way to learning them all.

spreadsheet data into Microsoft PowerPoint for Windows and create some dazzling 3-D color charts. Or, you take an outline from Microsoft Word and create a presentation automatically in Microsoft PowerPoint. The possibilities are endless!

When they're used together, Microsoft Windows applications take only minutes to do what *would* have taken hours of your time. See for yourself.

A new look and feel for Microsoft Word for Windows

Introducing version 1.1, updated for use with Microsoft Windows version 3.0

When you first encounter the newest version of Microsoft Word for Windows running under the new Windows version 3.0 graphical environment, you'll immediately recognize one big difference from Word for Windows version 1.0. It *looks* different! In this new version, the ribbon, the ruler, the status bar, the outline bar, the macro bar, the buttons in the dialog boxes all have a 3-D effect. That's just one of several additions and improvements in the latest version of Word made possible by the new version of the Microsoft Windows graphical environment.

What else does the new Windows environment give MS Word for Windows users? On machines with more than 1 MB of RAM, overall speed and performance are dramatically improved because disk "swapping" is reduced. And, on 2 MB 386™-based machines, what is called "virtual memory" lets you work with larger documents more efficiently.

MS Word for Windows version 1.1 also includes several important new file filters. For example, there's a new file filter that lets you read Microsoft Word for Macintosh files without having to save your data in RTF (rich text format). A "smart" ASCII filter lets you preserve indent and tab settings when saving your data in ASCII format. And an improved Microsoft Word for the PC file filter creates style sheets when saving in PC Word format.

Another improvement is the ability to read PCX graphics format, the most popular format for clip art. Also, there are brand new macros for shading paragraphs (for PostScript® printers only), and mail merge has been made much easier through a new document template.

Registered users of Microsoft Word for Windows version 1.0 are eligible to update to the new version of Word for $7.50 (plus $2.50 shipping and handling and the applicable sales tax). They
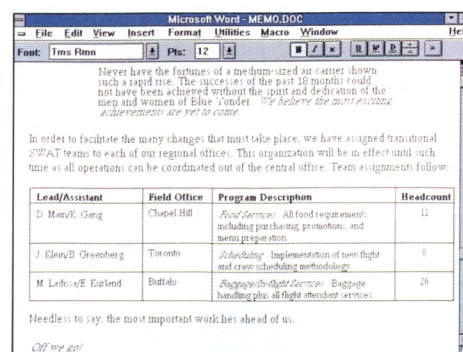
A very visible change in the new version of Microsoft Word for Windows—3-D ribbon and buttons that really stand out!

may also purchase just the Windows version 3.0 environment for $50 (plus $5.50 shipping and handling and the applicable sales tax). For more details, call the Microsoft Windows hotline at (800) 323-3577.

Apply the power of Microsoft Excel to database files with the new version of Q + E

Critical corporate information such as customer and price lists, sales data, and budget information is typically stored in databases on mainframe or minicomputer hosts, or in database files on a PC network server. But to put that information to work for you, you first have to be able to access it. That's easier said than done.

Now there's a solution. Using the Microsoft Excel for Windows spreadsheet program and Q + E version 2.5, you can easily download database files directly into Microsoft Excel for analysis. Q + E (Query + Edit) currently supports dBASE® files, text files, and SQL Server (for Structured Query Language), and will support many other databases in the future.

Q + E brings the ease of the Microsoft Windows graphical environment to database files, so you can sort, select, join, edit, delete, and add records, arrange the screen layout, and do much more— all with a mouse. It also makes use of Microsoft's DDE (dynamic data exchange) to integrate with Microsoft Excel, allowing you to interactively query a database and calculate the results in a Microsoft Excel worksheet.

Whether you're using a dBASE-compatible file created by a commercial business accounting package or a database file from your corporate mainframe, the strongest potential for the Microsoft Excel–Q + E combination is in accounting analysis.

Say, for example, your department's general ledger is stored in your corporate database, and you want to forecast next year's cash flow. You'd base such a forecast on last year's figures, which normally you'd select and print from the database. Then you'd rekey those figures into your spreadsheet and analyze them. There would be a lot of stopping, starting, and manual transfer of the data involved.

With Q + E, however, you either copy data directly from Q + E and paste the results in a Microsoft Excel spreadsheet, or use SQL to query the database directly from Microsoft Excel. You can type a SQL query statement as a Microsoft Excel formula, and Q + E will retrieve the results.

Either way, if you make any changes to the query or database, Q + E automatically updates the spreadsheet accordingly. Because there's no rekeying, there's less chance for error. And once in Microsoft Excel, you can perform "What if?" calculations, generate charts, and run the figures through any number of analyses. In addition, Q + E lets you modify database records and create new database files.

With Q + E, you can direct all of the number-crunching and analytical power of Microsoft Excel for Windows to your database files. Together, they afford you greater productivity, ease of use, and confidence in the accuracy of your numbers.

If you're a registered user of Microsoft Excel for Windows, you can get a copy of Q + E version 2.5 for just $49.95 plus shipping and handling. Call Microsoft End User Sales and Service toll-free at (800) 426-9400 for details. Or if you acquire Microsoft Excel for Windows now, you'll find a coupon in the box that offers Q + E at a remarkable $9.95 plus shipping and handling.

Making your point

Recently, Microsoft introduced the PowerPoint presentation graphics program for Windows. To gain a new perspective on the field of presentations, we interviewed Roger C. Parker, an experienced presenter, presentations consultant, and author of PowerPoint Presentations by Design, *forthcoming from Microsoft Press.*

Why is everyone so excited about the introduction of PowerPoint for Windows?

Microsoft PowerPoint for Windows represents a real breakthrough in the field of presentation graphics. For the first time, presenters who use PCs have a tool for creating presentations that is designed specifically for them.

Executives who use PowerPoint software to prepare presentations save time and money as well as produce better presentations. And the act of preparing presentation visuals helps presenters organize thoughts and become comfortable with presentation content.

What makes PowerPoint software special?

One of the best things about PowerPoint is that it contains the power I need, yet it offers a "clean" screen that focuses attention on my visuals, not the tools.

For example, on-screen alignment guides make it easy to align or center text or graphic objects without multiple keyboard and mouse operations.

The PowerPoint program is also easy to use because of the Windows graphical environment version 3.0. Other programs force you to toggle between "entry" and "review" screens. With PowerPoint, you always work on the visual itself. Enter a large type size, and you see large type.

In addition, the graphical

user interface lets you make changes as you work. And it helps you to remain focused and concise.

PowerPoint has unique color capabilities. Microsoft worked with Genigraphics, the world's largest presentation services network, to develop integrated foreground, background, and accent color schemes. To assist you even more, PowerPoint can suggest color schemes for overhead transparencies, 35-mm slides, and on-screen presentations.

Finally, with PowerPoint's charting and graphing facility, you can translate numbers into eye-catching visuals. This also means that, at any point, you can go back and edit your charts and graphs.

Any suggestions for creating high-impact presentations?

Effective presentations are based on six simple ideas.

1. **Planning**. Ask yourself: What is the goal of the presentation? What is the single most important idea you want to communicate? What action do you want your audience to take? And finally, what evidence can you use to support that goal? From this point, organize your ideas in a logical manner so they build upon each other.

Use the StoryBoard feature to help you visualize the development of your presentation. A storyboard is a planning sheet containing outlines of slides or overheads plus space to jot down content ideas.

2. **Simplicity**. Eliminate unnecessary words and graphic elements. Use short words. Often, you can eliminate adjectives and verbs. Remember:

Presentation visuals should guide and reinforce—but not replace—the spoken words of the presenter.

3. **Contrast**. Always remember the fundamental tools of contrast: typeface, type size, type style, alignment, color, and background. Use type size to create a hierarchy of ideas. Titles lose their power if they appear in the same size as the text they introduce.

4. **Consistency**. Each overhead or slide should visually relate to the ones that precede and follow. Use the program's Slide Master to make sure titles, text, and graphics will all be in the same place on each slide.

5. **Pacing**. Provide a definite beginning, middle, and end. Keep your audience informed of their progress so they'll know where they are at any point in your presentation. To do this, you could number your slides or create a color coding scheme, for example.

6. **Fine tuning**. Always use the PowerPoint spelling checker to avoid embarrassing typographical errors.

Use the Slide Show feature

to review your presentation from the audience's point of view. This feature eliminates PowerPoint's menus and tools from the screen and lets you advance one visual at a time.
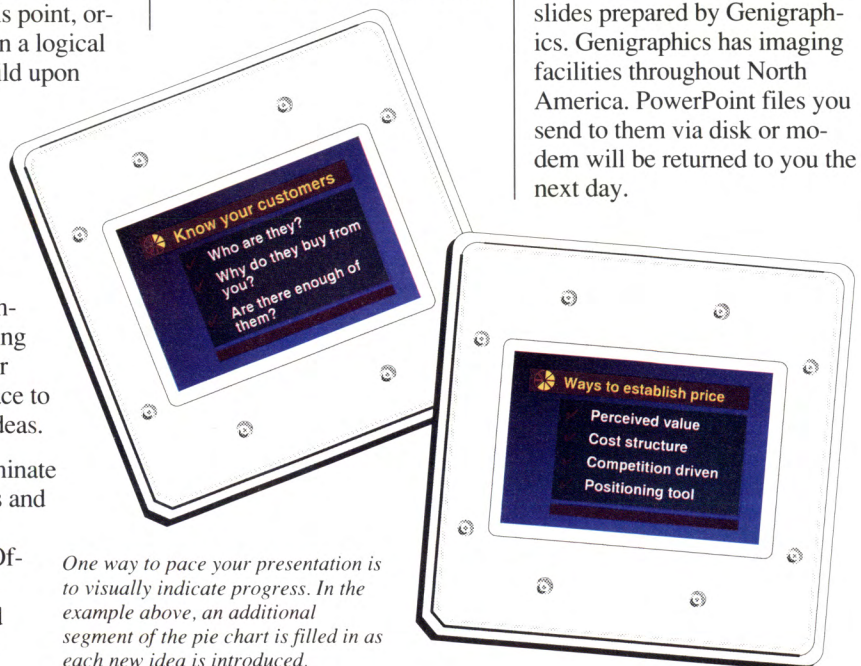
Make sure your visuals follow each other in logical order. Watch for "jumping" borders or titles. Look for visuals that contain noticeably fewer or more words.

Don't leave the production of Notes and Handouts to the last minute. Notes help you rehearse and review your presentation, as well as remind you of points to emphasize. Handouts provide a tangible reminder of your presentation.

Any suggestions for output devices?

Use your office laser printer to prepare black-and-white overhead transparencies. And color overhead transparencies become more affordable every day. Numerous color ink-jet and thermal printers have appeared, and prices are dropping. Color printers are also useful for proofing 35-mm color slides before they're sent elsewhere for imaging.

Nothing beats the quality of color overheads and 35-mm slides prepared by Genigraphics. Genigraphics has imaging facilities throughout North America. PowerPoint files you send to them via disk or modem will be returned to you the next day.

One way to pace your presentation is to visually indicate progress. In the example above, an additional segment of the pie chart is filled in as each new idea is introduced.

Microsoft Windows

Q *I just installed Windows version 3.0. How can I add more Program Items (icons) to a Program Group?*

A To create a Program Item, use the steps for the following example using SYSEDIT.EXE. (SYSEDIT is included on your Windows 3.0 program disks and allows you to edit your system files.)

1. Press Ctrl-Tab (or Ctrl-6) until the Program Group window is highlighted.
2. Press Alt-F to select File from the menu bar, then press N to select New. A "New Program Object" dialog box appears.
3. Press Alt-I, then Enter, to select Program Item. A "Program Item Properties" dialog box appears.
4. Press Alt-D to select the Description field, then enter a descriptive title like:

    System Editor

5. Press Alt-C to select the Command Line field, then enter the program name:

    SYSEDIT.EXE

6. Press Enter. A new icon named "System Editor" appears.

You can press Enter again to execute SYSEDIT. (If you want to exit SYSEDIT, press Alt-F, then X.)

You can modify a Program Item by highlighting it, then selecting the Properties option from the File menu. This produces the "Program Item Properties" dialog box that you used in step 3. You can delete a Program Item by highlighting it, pressing Delete, then Enter.

You can learn more about Program Groups and Program Items by referring to page 80, "Working with Groups," in the *Microsoft Windows User's Guide*.

See Also
SYSEDIT allows you to quickly and easily edit your AUTOEXEC.BAT, WIN.INI, CONFIG.SYS, and SYSTEM.INI files. For another use of this handy program, see the Microsoft Windows section of "Shortcuts and Tips" in this issue.

Microsoft Word

Q *How can I avoid getting blank lines in the text when I do a print merge?*

A Word prints blank lines if some data document records have field entries that do not contain information and if the main document uses improper IF and ENDIF syntax. For example, to avoid printing a blank line when the <<title>> field entry is blank, use the following syntax in the main document:

    <<name>>
    <<IF title>><<title>>
    <<ENDIF>>
    <<address>>

A paragraph mark placed before the ENDIF statement will only print when the IF statement is true.

See Also
To avoid printing blank lines in a Word for Windows print merge, see the Word for Windows section of "Shortcuts and Tips" in this issue.

Q *Can I use Microsoft Word version 5.0 with my new Hewlett-Packard® LaserJet® III?*

A The HP® LaserJet III is supported in Word version 5.0 with printer drivers available on an application note titled "Additional HP LaserJet Support."

The printer drivers supplied on the application note support all of the internal fonts on the LaserJet III, downloadable fonts, and the HP Great Start and Super-8 cartridges.

You can obtain the application note from Microsoft Product Support Services by calling (206) 454-2030.

Microsoft Works

Q *How can I print envelopes on the Hewlett-Packard LaserJet III using the Multi-Purpose (MP) tray?*

A To print envelopes, first set up the printer with the following steps:

1. Set the MP Size field to Exec.
2. Set the Job Size field to Exec.
3. Set paper feed for face-up.

Then make the following settings in Works:

1. The Printer Setup Printers files on the Print menu can use any HP printer driver that can handle portrait orientation. Select IIP in the Model field and set the Page Feed field to Continuous.
2. The Page Setup and Margins fields on the Print menu should be set up as follows:

Top margin*	1.5
Bottom margin	0
Left margin*	4
Right margin	0
Page length	4.125
Page width	9.5

Can be adjusted as desired.

Customer Service

Q *I recently purchased a copy of one of your programs from a friend. How can I get the program registered?*

A If your friend was a registered user of the product, have him or her write a letter to us stating the date on which license of the program was turned over to you. The letter should also include complete addresses and phone numbers for you and your friend, and should be signed by both of you. We'll remove your friend's name as registered owner of the product and add your name to our database of registered owners. If your friend was not a registered user, you can register by writing a letter to us explaining the transfer of license, along with the original title page of one of the manuals. For more information about transferring the license to use a Microsoft program, please call End User Sales and Service toll-free at (800) 426-9400.

Q *I'm having problems with my Microsoft Mouse. Can Microsoft repair it?*

A Please call our Product Support Services department at (206) 454-2030 so one of our technicians can confirm that the problem is indeed due to a failure of the Mouse. (It may be a problem that can be fixed over the phone!) If the Mouse does need to be repaired, Product Support Services will refer you to End User Sales and Service at (800) 426-9400; a Microsoft representative can explain how to return your Mouse for repair and give you repair pricing information. Depending on stock availability, we are usually able to send customers a fully functioning Microsoft Mouse within ten working days.

Microsoft Works

If you inadvertently print a single cell rather than your entire spreadsheet, your print area may be set incorrectly. The Set Print Area command on the Print menu tells Works to print only the spreadsheet area that is highlighted at the time the command is invoked. To print the complete spreadsheet, highlight it and choose the Set Print Area command.

Try these quick and easy codes to search for the following special characters in Works:

Character	Code
Tab mark	^t
Paragraph mark	^p
End-of-line mark	^n
Manual page break	^d
Nonbreaking space	^s
Optional hyphen	^-
Nonbreaking hyphen	^_
Caret	^^
Question mark (?)	^?
Any ASCII character	^#
(# is the ASCII number)	
White space	^w
Any character	?

You can use a question mark (?) to find different words with similar spellings. For example, "Anders?n" will find both "Andersen" and "Anderson."

Microsoft Word

Version 5.0

Version 5.0 introduced macro arrays to provide a way of making a table of related variables. You define an array by connecting an index number to the normal variable name. The index number must be an integer greater than or equal to zero and must be enclosed in chevrons. The following example initializes the first variable in an array:

```
<<SET Table<<1>>=5>>
```

In most cases a loop of some sort is used in defining a series of variables in an array. The following example initializes an entire array at zero:

```
<<SET Index=1>>
<<WHILE Count<=10>>
  <<SET Table<<Index>>=0>>
  <<SET Index=Index+1>>
<<ENDWHILE>>
```

Word for Windows

When creating a data document for print merge, you may have some record fields with no entries, which will print as blank lines. To avoid printing blank lines, you must include an IF statement that tells Word for Windows to print the record field only if the field is not blank.

For example, assume you are using the following data document to print a phone list. We will name this data document PHONELST.DOC:

```
Last Name, First Name, Phone
Bliss, Joe, 555-1234
Snow, Jane, (213) 555-4321
Nevins, Tim,
Ujest, Shirley, 555-0987 x123
```

To create a main document that will not print a blank line for Tim Nevins' phone number, enter the following:

```
{DATA phonelst.doc}
{FirstName} {LastName}
{IF {Phone}<>"" "{Phone}
"}
```

The trick is to put the last quotation mark after the Phone field, on the next line. Remember, all Word fields are created by the Insert Field function.

For more information, refer to the "Merging Documents" section in the *Word for Windows User's Reference*.

See Also
To avoid printing blank lines in a Word for the PC print merge, see the Microsoft Word section in "Q & A" in this issue.

Microsoft Windows

If you install version 3.0 over the top of an older version of Windows, you may get a "No association exists for this data file" error message when trying to run a DOS application with a PIF file. You can correct this by making a small change in the Windows version 3.0 WIN.INI file. To do this:

1. Run SYSEDIT (see the first question and answer on the opposite page).

2. Press Ctrl-Tab (or Ctrl-F6) until the WIN.INI edit window is highlighted.

3. Scroll down the WIN.INI file using arrow keys until you see a line that starts with "Programs=" and modify this line to read:

```
Programs=com exe bat pif
```

4. Save any changes by pressing Alt-F, then S.

5. Exit SYSEDIT by pressing Alt-F, then X.

To make this change effective, you must exit, then restart, Windows version 3.0.

Microsoft Excel for Windows

Microsoft Project for Windows

Microsoft Project for Windows can read and write Microsoft Excel file formats. This makes data exchange between these two very quick and easy. Therefore, you are able to import your accounting cost data directly into Microsoft Project for Windows from Microsoft Excel. However, it is imperative that you exactly match the Project Table Definition before you import the data into Microsoft Excel. Also, if your Project for Windows Table includes ID numbers, make sure that your Excel data includes ID numbers or a preceding blank column. (Leave column A empty.)

Material for these pages comes from questions you ask our Product Support staff and Customer Service staff.

Maintaining your financial balance with Microsoft Works

Tracking the financial performance of your business is crucial to managing your cash flow and, ultimately, to making a profit. It's important to have up-to-date information on the amount your customers owe you—your accounts receivable—and to promptly and efficiently collect on outstanding accounts. Accounts receivable and collections are only half of the formula—the other half is maintaining your accounts payable and making the payroll—but they're where many small businesses get into trouble. You can use Microsoft Works, with its set of integrated business tools, to help you get a handle on both.

If your business grows fast but you don't seem to have enough cash to pay the bills, it may be time to pay more attention to your accounts receivable. But managing cash flow is tedious and time-consuming, right? With Microsoft Works database and word processing tools, you can manage your receivables and ensure that your bills get out on time—easily and quickly.

The Microsoft Works database is a computerized filing system. By spending just a few minutes at the end of every business day using Works to enter that day's transactions, you can get daily reports showing you where your money is being spent and which customers have past-due accounts.

In the accounts receivable database, each customer is represented by information within "fields." There's one field each for name, address, phone number, balance forward, information pertaining to individual transactions of the account, total charges, total payments, and current balance. You can sort the database in a matter of seconds to find one certain "Smith" or those customers whose balance exceeds a certain sum, making it a snap to update your accounts.

The Works database can also generate printed reports, such as a master list of all transactions or an expenses-by-category report showing which customer payments are past due. To generate an accounts receivable report, you first create a report definition, which tells Works what information you want to summarize and how to present it. You can further target specific records by querying the database to select only those records.

Once you've identified all of your past-due accounts receivable, you can use this information, along with a form letter you type using the Works word processor, to automatically produce customized collection letters and mailing labels. Each letter will contain the customer's name, address, and other information specific to that account.
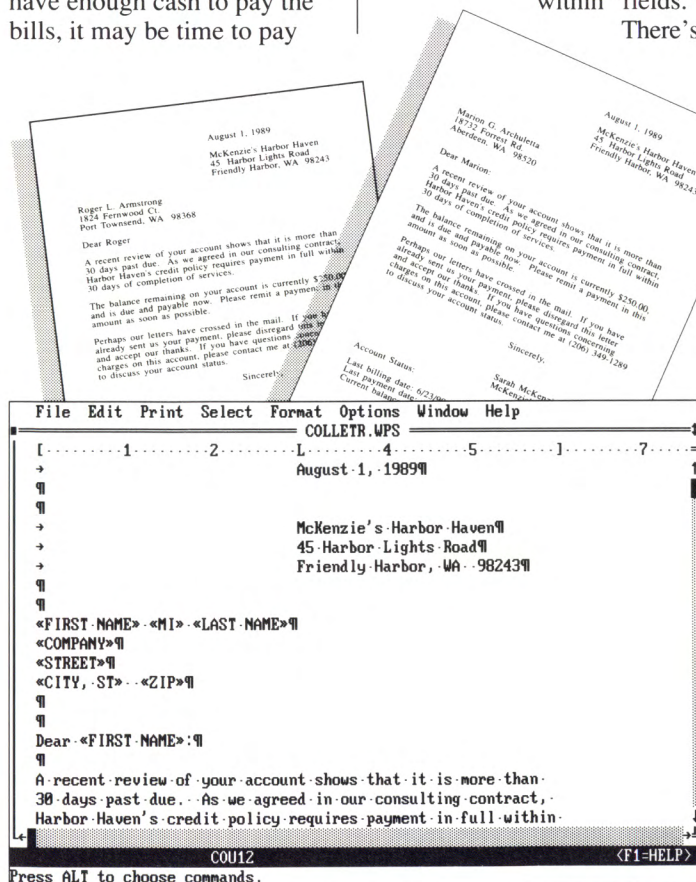
The form letter is like any other letter you'd write with the Works word processor except that it contains "placeholders" corresponding to the fields in your database. You insert a placeholder wherever you want information from the database to be printed in the letter. For example, name, company, address, city, and state would have placeholders. Then, before you print the form letters, you use a query again to print out letters only for the delinquent accounts.

With customized form letters, you can also give your sales a boost by, for example, sending a promotional flyer to a select group of customers. You'd use the same process—sorting the database, then creating the form letter.

Printing mailing labels is very similar to printing form letters. And Works displays a dialog box that lets you accurately align the printing on your label stock. You can even sort the mailing labels by ZIP code to take advantage of the lower presorted bulk-mail rates.

With Microsoft Works, you can automate and simplify dozens of business tasks, whether it's managing your cash flow, communicating with customers, or preparing a business plan or financial statement.

If you want to use Works to run your business, a good place to start is with the *Growing Your Business Using Microsoft Works* booklet and template set. It provides step-by-step instructions and sample files that show you exactly how to track accounts receivable and accounts payable and how to produce direct-mail communications. The set also shows how to use the Works spreadsheet and business graphics tools to compute cash flow and financial ratios, conduct break-even analyses, and calculate net present value. *Growing Your Business Using Microsoft Works* costs $20, plus $2.50 shipping and handling and applicable sales tax. To order, call Microsoft End User Sales and Service toll-free at (800) 426-9400.


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The Growing Your Business Using Microsoft Works *booklet and template set includes sample files, such as this collection letter, that you can tailor to your own needs.*

Third-party support for Microsoft Windows v. 3.0

New and improved products for users and developers!

The Microsoft Windows graphical environment version 3.0 has boosted the third-party market to new heights, with scores of new and improved products designed for developers and users alike.

For Windows-environment users, the arrival of version 3.0 means more variety and better quality. Many existing Windows products have been rebuilt from top to bottom to take advantage of new features found in version 3.0. And add to those, new applications formerly available only in the Apple® Macintosh® and UNIX® environments.

Not long ago, you could count the number of Windows applications in each category on one hand. Today, every mainstream business category is represented by well-known manufacturers. And every category has multiple offerings. End users can choose from a growing number of spreadsheet, word processing, graphics, and desktop publications programs as well as databases, project management tools, and the like.

More than 1,000 hardware and software companies (some listed on this page) support Windows environment version 3.0. The selection is so wide, it's becoming increasingly common for businesses to standardize on Windows-based applications.

The climate's changed drastically for the Windows developers, too. The arrival of version 3.0 means two things: a new environment in which to develop programs *and* a host of new development tools to work with.

The latest version of the Microsoft Windows environment allows applications to take advantage of memory greater than 640K, giving users and developers unprecedented creative freedom.

And the Palette Manager further enhances creative control by allowing developers to adjust color dithering, density, gray scale, and so on. The new Windows environment is more network-aware also, so LAN-related development is easier. And developers can share the Windows Help "engine," so creating context-sensitive help is simply a matter of writing the help text—Windows does the rest!

In the past, developers used the C language and the Microsoft Windows Software Development Kit for developing Windows-based applications. Those two remain the fundamental building blocks for many application development projects, but the latest Windows environment has prompted additional higher-level tools—HyperCard®-like systems (Asymetrix® ToolBook® and Spinnaker PLUS™ are two examples); CASE (computer-aided software engineering) tools; application generators; and object-oriented programming environments (Actor®, by The White Water Group, for example).

There's even the Microsoft Windows to OS/2 Software Migration Kit, a set of tools that provides a quick and easy way for developers with Windows version 3.0 source code to create 16-bit applications for MS OS/2. Write the code once, and be able to run it under Windows *or* OS/2!

For more information on Windows applications and third-party products, call the Microsoft Windows Information Hotline toll-free at (800) 323-3577 and ask for a free copy of *Microsoft Windows Software and Hardware Directory*. It's an annotated list of hundreds of Windows software vendors and products.

If you're a currently registered user of Microsoft Windows, you should have already received information about updating to version 3.0. If not, call the Microsoft Windows hotline at (800) 323-3577 for details.

Look for the mark above identifying Microsoft Windows version-3.0-compatible applications; it will appear on many Windows application packages from third parties. It's your assurance of Windows version 3.0 compatibility.
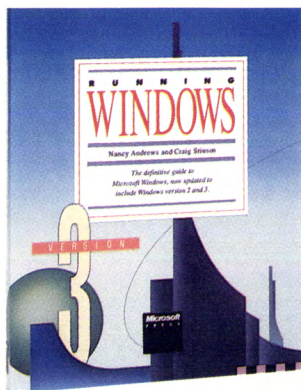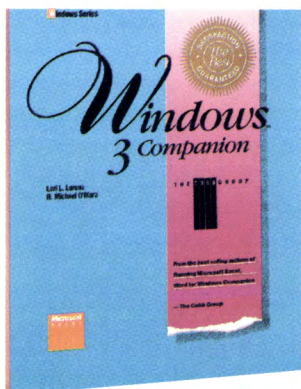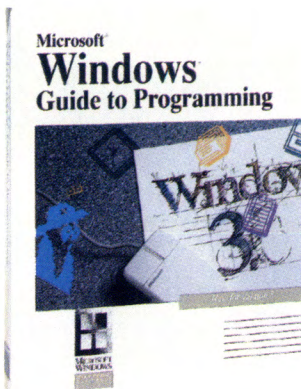
Running Windows
2nd edition
Craig Stinson and Nancy Andrews
546 pages, $24.95

Build your confidence and increase your productivity with this hands-on introduction to the Microsoft Windows graphical environment version 3.0. It offers simple scenarios that will help you to expertly maneuver through the Windows environment, master the built-in desktop accessories and applications, transfer information (including graphics) between documents, tailor Windows to suit your work habits, and much more.

Windows 3 Companion
Lori L. Lorenz and R. Michael O'Mara
536 pages, $27.95

Written for users of all levels—from beginners to MIS managers—this book covers everything from installing and starting Windows to using its built-in applications and desk accessories. Get all the details on the Windows Program Manager, File Manager, and Print Manager to control the Windows environment and easily manage files, disks, and printers. Step-by-step instruction, great examples, expert advice, and hundreds of illustrations guide you through almost every Windows activity.

Microsoft Windows Programmer's Reference
Microsoft Corporation
1152 pages, $39.95

Ideal for any programmer eager to explore Windows graphical environment version 3.0, this is an up-to-date, comprehensive reference to each component in the Windows application programming interface (API). Included is detailed information on every function, message, data type, resource-compiler statement, assembly-language macro, and file format. This is the foundation for any program that takes advantage of the special Windows capabilities.

▼

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• **Word-exclusive Microsoft OnLine Plus** offers direct electronic access to senior technical staff, a designated technical account manager, Microsoft Knowledge Base, and attendance at the Word User's Conference (see page 2). Call Microsoft OnLine Sales toll-free at (800) 443-4672 for more information.

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In addition to helping you support the Microsoft Word product you currently have, we're always eager to hear what you'd like to see in future versions. Fax your suggestions attention K. Welch at (206) 883-8101 or send them to: K. Welch, Office Business Unit, Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399.

The graphical user interface

• *GUI users express lower frustration and lower fatigue than CUI users after working with microcomputers.*
After spending two days learning to use microcomputer software, GUI novices rated their frustration at 2.7 (out of 10), whereas CUI novices rated their frustration much higher at 5.3.

• *GUI users explore and learn more of the applications' capabilities than do CUI users.*

GUI novices attempted 23 percent more tasks than CUI novices when given new tasks to perform.

Overall, the research by Temple, Barker & Sloane demonstrates that significant productivity benefits accrue from the move to graphical computing. For a free copy of the study, *The Benefits of the Graphical User Interface*, call End User Sales and Service toll-free at (800) 426-9400.

PRODUCT LIST

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Microsoft Chart	3.0	395.00
Microsoft Excel for Windows	2.1	495.00
Microsoft Excel for OS/2	2.2	495.00
Microsoft Flight Simulator®	4.0	59.95
Microsoft Learning DOS	2.0	49.95
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Microsoft Mouse Business Five-Pack†	1.0	550.00
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Microsoft Windows	3.0	149.00

* Price includes three-user network software
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SmithKline Beecham adopts Microsoft Project for Windows

SmithKline Beecham
Pharmaceuticals

How does a major international company decide to standardize on a particular software program? Take the case of SmithKline Beecham. It chose Microsoft Project for Windows as the ideal project manager for its U.S. pharmaceuticals business for two basic reasons. One, Microsoft Project for Windows has the features they're looking for, and two, it fits in with the company's overall system strategy.

Karl Thornton is the manager of technology planning in the Information Systems department located in Philadephia. His group defines the environments, methods, and tools for the applications development organization—the people who produce internal software such as general ledger, order entry programs, accounts payable, and the like, for the division.

According to Karl, up until the decision to go with Microsoft Project for Windows was made, there was no clear project management standard. "We hadn't taken a consistent approach in the past. What's more, in just

about every case, nobody seemed to get what they'd originally invested out of the tools they'd tried." Not only that, the project management tools they'd used in the past hadn't been flexible enough. Continues Karl, "More often than not, as soon as a project was established on-line and things began to change, it wasn't easy to make the necessary adjustments." It was time to establish a new system, "one methodology and one set of tools to consolidate resources across both client and MIS areas."

SmithKline Beecham Pharmaceuticals had already committed to the Microsoft LAN Manager (local area network) and SQL Server for OS/2 as a database management system. It was looking for a suitable front-end environment to tie into it. Although about ninety percent of the division's work involved a mainframe, when Karl and his group looked at development, integration, and training costs, they felt, he says, that "Windows is the ideal front-end solution."

But apart from the Windows interface in its favor, there are specific Microsoft Project for Windows features that put it ahead of its competitors. Especially impressive to Karl and his associates is the program's built-in project management reporting capability. "Up-to-date reports and effective presentation materials to keep management apprised of status are just as vital as being able to keep track of schedules, tasks and resources," says Karl.

Another key feature is flexibility—the ability to accommodate several working styles. Karl explains, "Whether your preference is to list out tasks and work from a tabular orientation, or move right into scheduling with a Gantt chart, or study task relationships with a PERT chart, Microsoft Project can do it."

The plan is to start using Microsoft Project for Windows in Karl's group first, then roll it out gradually to the rest of the company. The first client area to use Microsoft Project for Windows will

be the Quality Assurance Department, which manages projects across five geographical locations in the U.S. "In the future, we'll be able to share and consolidate project management across the network on a company-wide basis," says Karl. There are also plans for Microsoft Project for Windows to work in conjunction with an internally developed time accounting system, as well as electronic mail and messaging.

Microsoft Project for Windows is just one of several Windows applications being implemented at SmithKline Beecham. Others include Microsoft Excel and Microsoft Word for Windows. But the company is still at the very early stages of a huge conversion from character-based to graphical computing. It's an exciting new beginning for the third largest drug manufacturer in the world—and Microsoft Windows applications are a central part of it.

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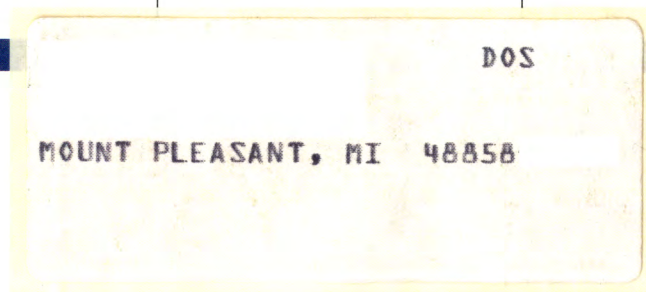
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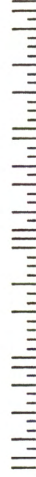City   State   ZIP

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